

2022

A young man in a high-visibility orange and blue work uniform is focused on his task. He is wearing black gloves and is working with a large metal chain, possibly part of a truck's hitch or a piece of heavy machinery. The background is slightly blurred, showing other parts of the machinery and some lights, suggesting a construction or industrial setting. The overall tone is professional and emphasizes safety and visibility.

Spring.

Fristads Green High visibility

FRISTADS®

In 1925, Fristads became the first company to manufacture a whole collection of workwear in Sweden and we have stayed on top of innovation ever since. This spring, we are proud to lead the industry once again with the launch of two brand new Fristads Green collections, the first of their kind in the world. Never before have workers who need extra visibility on the job had so many comfortable, durable and sustainable garments to choose from. Proof that when it comes to workwear, it is possible to have it all.

Sustainable becomes visible in 2022.

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Sustainable, for real.

Claiming that a product is sustainable is easy, backing it up with real facts is tough. Since we want our workwear to be truly sustainable, we have gone the extra mile to analyse the environmental impact of our Green garments from a life cycle perspective. The new high-vis garments come with an Environmental Product Declaration (EPD) that discloses the total water and electricity usage, waste, fuel consumption and global warming potential caused by the production of each garment. The parameters are monitored and independently verified by a third party. To date, Fristads is the only clothing manufacturer in the world to use EPDs for the entire garment, which supports our goal to lead the way in sustainable product development in the workwear industry.

A simple guide to EPDs.

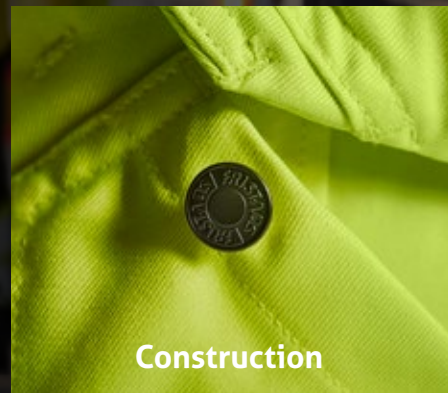
In short, an Environmental Product Declaration is a life cycle assessment that can be performed on any garment. It is not a certification, but rather a way to measure the environmental impact of a garment from raw material to finished garment in four main areas: material, construction, production and delivery. Each step of the way, the EPD helps us make more sustainable choices. Workwear with an EPD can also help companies reach their sustainability goals, since the EPD makes it easy to compare the CO₂ equivalent savings from choosing a sustainable garment over one that is conventionally produced.

EPD[®]



Material

Made of sustainable materials such as organic cotton, recycled polyester from PET bottles and biobased materials.



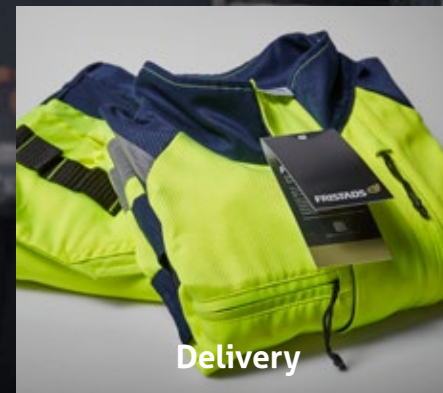
Construction

A thought-out design enhances functionality and durability, which leads to a longer lifespan and reduced environmental impact from the garments.



Production

All the waste material from production is reused on site and turned into new products.



Delivery

We use a sustainable packing solution with plastic bags made of polyester from recycled PET bottles. All transport is by sea and road, which has significantly lower environmental impact than air transport.

Soon, everybody gets to go Green.

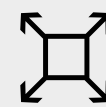
The launch of Fristads Green High visibility is part of our long-term ambition to offer Green products in all our categories, to make it possible for everybody to dress sustainably at work, regardless of profession. With that, we are setting a new standard for ourselves – and the industry.



Collections with broad appeal.

The Fristads Green High visibility collections will meet a growing demand for high-vis clothing in the transportation and construction industries. They are also ideal for workers in road construction, maintenance and service. In essence, they make it possible for anybody who needs extra visibility at work to choose workwear that is functional, comfortable and sustainable.

To meet the needs of all workers, the collections span a broad range of sizes and include models for both men and women. Thanks to the large size span, thought-out design and strategic use of stretch, the Green High visibility collections make it easy to find a garment with the perfect fit.



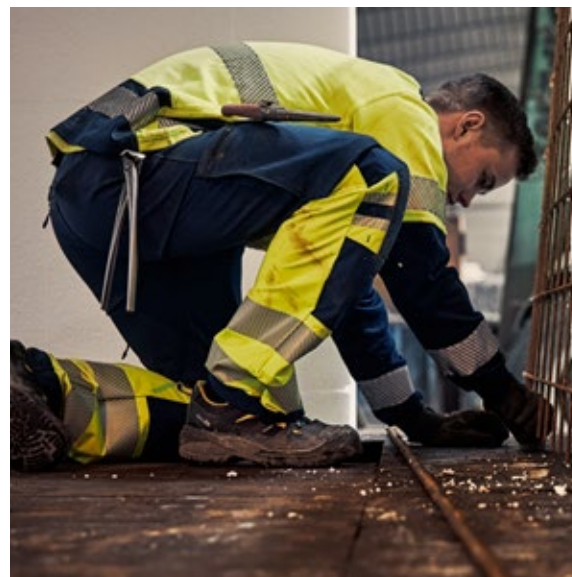
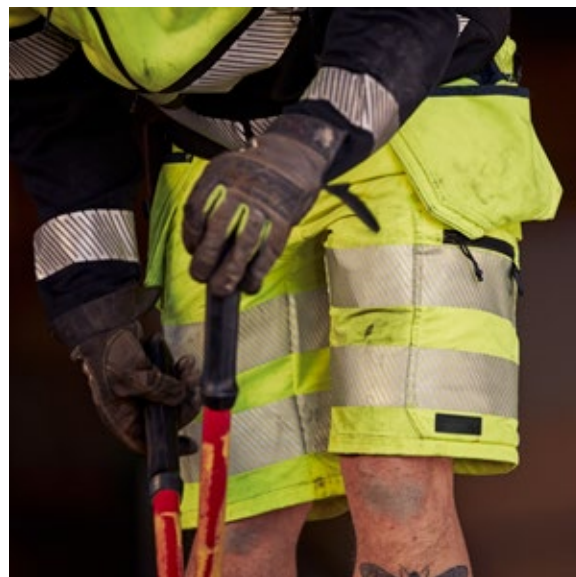
4-way stretch (GSTP)



Also in women's models



Several colour combinations (286 only in GPLU)



Commitment to comfort.

We know the difference comfortable workwear can make for job performance. And the key to comfort is stretch. That is why the new Fristads Green High visibility collections comprise one of the broadest selections of stretch garments in the industry.

All Fristads Green High visibility GSTP garments, including the jacket, are made of a lightweight 4-way stretch material that provides outstanding flexibility and freedom of movement. To double up on comfort, the trousers are also equipped with special rib-knitted stretch panels at the waist. The trousers in the Fristads Green High visibility GPLU collection feature premium stretch panels at the waist that provide flexibility where it matters the most, a design that was pioneered by Fristads. Whether you choose GPLU or GSTP, trust that our commitment to comfort shines through.



To double up on comfort, the GSTP trousers are also equipped with rib-knit stretch panels at the waist.

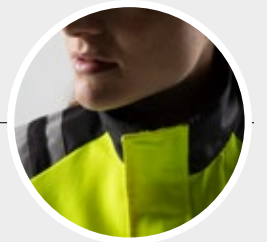
GPLU

The sustainable choice for lightweight comfort

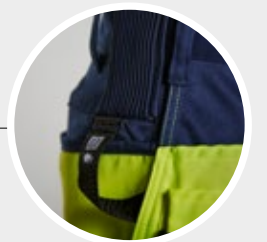
The Fristads GPLU collection offers a wide range of garments targeted to workers within road, building & construction, transport and logistics. Made of organic cotton and polyester from recycled PET bottles, and reinforced where you need it the most, this collection of high-visibility workwear is both sustainable and durable. With four colour combinations, a large size span and several women's models, the GPLU collection has broad appeal.

Highlights GPLU

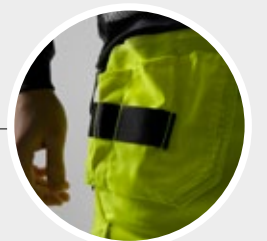
- Part of Fristads Green collection
- Comes with EPD – Environmental Product Declaration
- Recycled polyester and organic cotton
- Lightweight
- Comfortable
- Durable
- Approved for industrial laundry 75°
- OEKO-TEX® certified
- 70% recycled polyester, 30% organic cotton
- Weight 240 g/m²



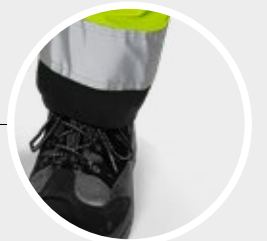
Concealed front buttons and zippers to avoid scratching.



Rib-knit stretch panels at waist gives flexibility, improved comfort and better fit.



CORDURA® reinforced pockets and knee pockets for extra durability.



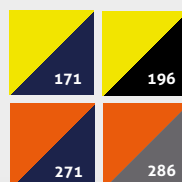
Leg length can be adjusted, both lengthening and shortening. All models and sizes can be lengthened by 5 cm (increased hem allowance). Sizes C44-C70 and C146-C160 can be shortened by 4 cm. Sizes D84-D136 can be shortened by 2 cm. Womens trousers can be shortened by 3 cm.



Rib-knit stretch panels at waist



Also in women's models



Four colour combinations



OEKO-TEX® certified



CORDURA®



Industrial laundry EN ISO 15797

NEW



GREEN HIGH VIS CRAFTSMAN TROUSERS CLASS 1 2640 GPLU

Article no 131975

Sustainable and lightweight high-vis craftsman trousers. Made of organic cotton and recycled polyester. Fully equipped with functional pockets and stretch panels at the waist for extra comfort. With EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy, 286 Hi-Vis Orange/Grey. **SIZE** C44-C66, C146-C156, D84-D120. 286 Hi-Vis Orange/Grey: C44-C70, C146-C160, D84-D136.

NEW



GREEN HIGH VIS CRAFTSMAN TROUSERS CLASS 2 2641 GPLU

Article no 131981

Sustainable and durable high-vis craftsman trousers. Made of organic cotton and recycled polyester. Fully equipped with functional pockets and stretch panels at the waist for extra comfort. With EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy, 286 Hi-Vis Orange/Grey. **SIZE** C44-C66, C146-C156, D84-D120. 286 Hi-Vis Orange/Grey: C44-C70, C146-C160, D84-D136.

NEW



GREEN HIGH VIS TROUSERS WOMAN CLASS 2 2642 GPLU

Article no 131973

Sustainable high-vis trousers featuring rib-knit stretch panels at the waist for great fit and extra comfort. Durable, lightweight and fully equipped with practical pockets and features. With EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy, 286 Hi-Vis Orange/Grey. **SIZE** C44-C66, C146-C156, D84-D120. 286 Hi-Vis Orange/Grey: C44-C70, C146-C160, D84-D136. Woman C34-C50.



Leg length can be adjusted, both lengthening and shortening.

NEW



GREEN HIGH VIS BIB'N'BRACE CLASS 2 1030 GPLU

Article no 131985

High-vis bib'n'brace made of sustainable materials. Reinforced with CORDURA® to withstand wear and tear and equipped with stretch panels at waist for great comfort and fit. Comes with an EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy, 286 Hi-Vis Orange/Grey. **SIZE** C44-C66, C146-C156, D84-D120. 286 Hi-Vis Orange/Grey: C44-C70, C146-C160, D84-D136.

NEW



GREEN HIGH VIS TROUSERS CLASS 1 2668 GPLU

Article no 134271

Sustainable and lightweight high-vis trousers with stretch panels at waist for extra comfort. Ideal for service and logistics. Made of organic cotton and recycled polyester. With EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy, 286 Hi-Vis Orange/Grey. **SIZE** C44-C66, C146-C156, D84-D120.

NEW



GREEN HIGH VIS TROUSERS CLASS 1 2649 GPLU

Article no 134238

GREEN HIGH VIS TROUSERS WOMAN CLASS 1 2652 GPLU
Best. nr 131983

Sustainable high-vis trousers made of lightweight organic cotton and recycled polyester. Rib-knit stretch panels at the waist provide extra comfort and flexibility. Reinforced with CORDURA® in exposed areas. With EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy, 286 Hi-Vis Orange/Grey. **SIZE** C44-C66, C146-C156, D84-D120. 286 Hi-Vis Orange/Grey: C44-C70, C146-C160, D84-D136. Woman C34-C50.

NEW



GREEN HIGH VIS JACKET CLASS 3 4067 GPLU

Article no 131976

GREEN HIGH VIS JACKET WOMAN CLASS 3 4068 GPLU

Article no 131984

Functional and sustainable high-vis jacket made of lightweight organic cotton and recycled polyester. Practical pockets with zippers for storage. Comes with EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy, 286 Hi-Vis Orange/Grey. **SIZE** S-5XL

NEW



GREEN HIGH VIS WAISTCOAT CLASS 2 5067 GPLU

Article no 134242

Sustainable high-vis waistcoat made of organic cotton and recycled polyester. Functional pockets with zippers and adjustable waist with buttons. With EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 130 Hi-Vis Yellow, 230 Hi-Vis Orange. **SIZE** S-5XL

NEW



GREEN HIGH VIS SHORTS CLASS 2 2650 GPLU

Article no 134240

Sustainable high-vis shorts made of lightweight organic cotton and recycled polyester. Stretch panels at waist provide comfort, flexibility and great fit. With EPD (Environmental Product Declaration).

MATERIAL 70% recycled polyester, 30% organic cotton. **WEIGHT** 240 g/m². **COLOUR** 130 Hi-Vis Yellow, 230 Hi-Vis Orange. **SIZE** C44-C66.

About Profiling.

The Green High visibility collections are designed with ample space for profiling with company logo. Use our table to easily find out the maximum size of transfer and embroidery to maintain the garment certification.

More info at fristads.com



Concealed front buttons and zippers to avoid scratching.

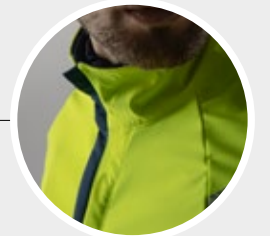
GSTP

The sustainable choice for full stretch comfort.

The Fristads GSTP collection is the ideal fit for workers within road, building & construction, transport and logistics. With sustainable 4-way stretch throughout and rib-knit stretch panels at the waist, these garments have double the comfort and a smaller environmental impact than regular high-vis workwear. The GSTP collection sports three colour combinations, a large size span and several women's models.

Highlights GSTP

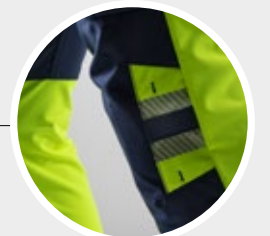
- Part of Fristads Green collection
- Comes with EPD – Environmental Product Declaration
- Recycled polyester and biobased material
- 4-way stretch
- Lightweight
- Comfortable
- Approved for 60° laundry
- OEKO-TEX® certified
- 88% PTT (recycled polyester and biobased material), 12% recycled polyester.
- Weight 260 g/m²



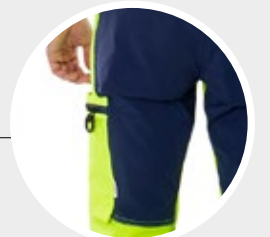
Concealed front buttons and zippers to avoid scratching.



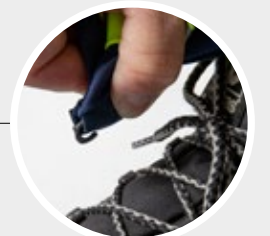
Rib-knit stretch panels at waist gives flexibility, improved comfort and better fit.



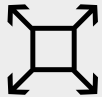


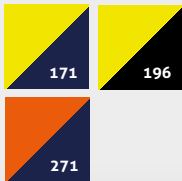


CORDURA® reinforced pockets and knee pockets for extra durability.



Durable ripstop 4-way stretch at exposed areas.



Interior boot hook to be fastened in the shoe laces – keep out dirt and moisture.

					
4-way stretch	Rib-knit stretch panels at waist	Also in women's models	Three colour combinations	OEKO-TEX® certified	CORDURA®

NEW



GREEN HIGH VIS CRAFTSMAN STRETCH TROUSERS CLASS 2 2644 GSTP

Article no 134188

GREEN HIGH VIS CRAFTSMAN STRETCH TROUSERS WOMAN CLASS 2 2664 GSTP

Article no 134239

High-vis craftsman stretch trousers made of sustainable 4-way stretch materials. Stretch panels at the waist for outstanding comfort and reinforced in exposed areas for extra durability. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. Ripstop stretch fabric 87% polyamide, 13% elastane. **WEIGHT** Stretch fabric 260 g/m². Ripstop stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** C44-C66, C146-C156, D84-D120. Woman C34-C50.

NEW



GREEN HIGH VIS CRAFTSMAN STRETCH TROUSERS CLASS 1 2643 GSTP

Article no 134187

GREEN HIGH VIS CRAFTSMAN STRETCH TROUSERS WOMAN CLASS 1 2663 GSTP

Article no 134237

Sustainable high-vis craftsman stretch trousers. Made of 4-way stretch from recycled materials and equipped with stretch panels at the waist for outstanding comfort. Reinforced in exposed areas for extra durability. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. Ripstop stretch fabric 87% polyamide, 13% elastane. **WEIGHT** Stretch fabric 260 g/m². Ripstop stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** C44-C66, C146-C156, D84-D120. Woman C34-C50.

NEW



GREEN HIGH VIS STRETCH TROUSERS CLASS 2 2645 GSTP

Article no 134189

GREEN HIGH VIS STRETCH TROUSERS WOMAN CLASS 2 2665 GSTP

Article no 134241

Sustainable high-vis stretch trousers with craftsman features and extra stretch panels at the waist for superior comfort. Full 4-way stretch from recycled materials provides optimal freedom of movement. Reinforced in exposed areas. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. Ripstop stretch fabric 87% polyamide, 13% elastane. **WEIGHT** Stretch fabric 260 g/m². Ripstop stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** C44-C66, C146-C156, D84-D120. Woman C34-C50.

NEW



GREEN HIGH VIS STRETCH TROUSERS CLASS 1 2647 GSTP

Article no 134243

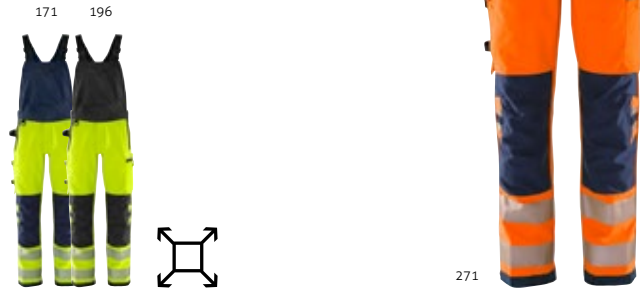
Sustainable high-vis stretch trousers ideal for service and logistics. Full 4-way stretch with rib-knit stretch panels at the waist for double the comfort. Made of recycled materials and reinforced in exposed areas. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. Ripstop stretch fabric 87% polyamide, 13% elastane. **WEIGHT** Stretch fabric 260 g/m². Ripstop stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** C44-C66, C146-C156, D84-D120.



Interior boot hook to be fastened in the shoe laces – keep out dirt and moisture.

NEW



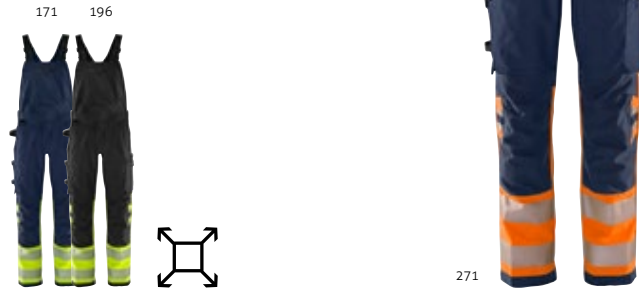
GREEN HIGH VIS STRETCH BIB'N'BRACE CLASS 2 1031 GSTP

Article no 134190

Sustainable high-vis stretch bib'n'brace in full 4-way stretch material with stretch panels at the waist. Made of recycled materials and reinforced in exposed areas. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. Ripstop stretch fabric 87% polyamide, 13% elastane. **WEIGHT** Stretch fabric 260 g/m². Ripstop stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** C44-C66, C146-C156, D84-D120.

NEW



GREEN HIGH VIS STRETCH BIB'N'BRACE CLASS 1 1032 GSTP

Article no 134244

Sustainable high-vis stretch bib'n'brace in full 4-way stretch material with stretch panels at the waist. Made of recycled materials and reinforced in exposed areas. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. Ripstop stretch fabric 87% polyamide, 13% elastane. **WEIGHT** Stretch fabric 260 g/m². Ripstop stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** C44-C66, C146-C156, D84-D120.

NEW



GREEN HIGH VIS STRETCH JACKET CLASS 3 4647 GSTP

Article no 134246

Sustainable high-vis stretch jacket made of recycled materials. Full 4-way stretch throughout for superior flexibility and freedom of movement and reinforced in exposed areas. Unisex model with large size span. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. Ripstop stretch fabric 87% polyamide, 13% elastane. **WEIGHT** Stretch fabric 260 g/m². Ripstop stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** XS-4XL.

NEW



GREEN HIGH VIS CRAFTSMAN STRETCH SHORTS CLASS 2 2646 GSTP

Article no 134191

Sustainable high-vis craftsman stretch shorts made of recycled materials. Full 4-way stretch and extra stretch panels at waist provide excellent comfort and freedom of movement. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. **WEIGHT** Stretch fabric 260 g/m². **COLOUR** 171 Hi-Vis Yellow/ Navy, 196 Hi-Vis Yellow/ Black, 271 Hi-Vis Orange/ Navy. **SIZE** C42-C66.

GREEN HIGH VIS STRETCH SHORTS CLASS 2 2648 GSTP

Article no 134245

Sustainable high-vis shorts made of recycled materials. Double the comfort with full 4-way stretch as well as stretch panels at the waist. With EPD (Environmental Product Declaration).

MATERIAL Stretch fabric 88% PTT (recycled polyester and biobased material), 12% recycled polyester. **WEIGHT** Stretch fabric 260 g/m². **COLOUR** 130 Hi-Vis Yellow, 230 Hi-Vis Orange. **SIZE** C42-C66.



Rib-knit stretch panels at waist gives flexibility, improved comfort and better fit.

171 HI-VIS YELLOW/NAVY

196 HI-VIS YELLOW/BLACK

271 HI-VIS ORANGE/NAVY

286 HI-VIS ORANGE/GREY

GREEN HIGH VIS CRAFTSMAN TROUSERS
CLASS 1 2640 GPLU



GREEN HIGH VIS TROUSERS
CLASS 2 2651 GPLU, 2642 (WOMAN)

171 HI-VIS YELLOW/NAVY

196 HI-VIS YELLOW/BLACK

271 HI-VIS ORANGE/NAVY

286 HI-VIS ORANGE/GREY



GREEN HIGH VIS CRAFTSMAN TROUSERS
CLASS 2 2641 GPLU



GREEN HIGH VIS TROUSERS
CLASS 1 2649 GPLU, 2652 (WOMAN)



GREEN HIGH VIS BIB 'N' BRACE
CLASS 2 4030 GPLU



GREEN HIGH VIS JACKET
CLASS 3 4067 GPLU, 4068 (WOMAN)



GREEN HIGH VIS TROUSERS
CLASS 1 2668 GPLU



GREEN HIGH VIS SHORTS
CLASS 2 2650 GPLU

130 HI-VIS YELLOW 230 HI-VIS ORANGE



GREEN HIGH VIS WAISTCOAT
CLASS 2 5067 GPLU

130 HI-VIS YELLOW 230 HI-VIS ORANGE



171 HI-VIS YELLOW/NAVY

196 HI-VIS YELLOW/BLACK

271 HI-VIS ORANGE/NAVY

286 HI-VIS ORANGE/GREY

GREEN HIGH VIS CRAFTSMAN
STRETCH TROUSERS
CLASS 2 2644 GSTP, 2664 (WOMAN)



GREEN HIGH VIS STRETCH BIB 'N' BRACE
CLASS 2 1031 GSTP



GREEN HIGH VIS STRETCH TROUSERS
CLASS 2 2645 GSTP, 2665 (WOMAN)



GREEN HIGH VIS STRETCH BIB 'N' BRACE
CLASS 1 1032 GSTP



GREEN HIGH VIS CRAFTSMAN STRETCH
TROUSERS CLASS 1 2643 GSTP,
2633 (WOMAN)



GREEN HIGH VIS STRETCH JACKET
CLASS 3 4647 GSTP



GREEN HIGH VIS STRETCH TROUSERS
CLASS 1 2647 GSTP



GREEN HIGH VIS CRAFTSMAN
STRETCH SHORTS CLASS 2 2646 GSTP

171 HI-VIS YELLOW/NAVY 196 HI-VIS YELLOW/BLACK



271 HI-VIS ORANGE/NAVY

GREEN HIGH VIS STRETCH SHORTS
CLASS 2 2648 GSTP

130 HI-VIS YELLOW 230 HI-VIS ORANGE

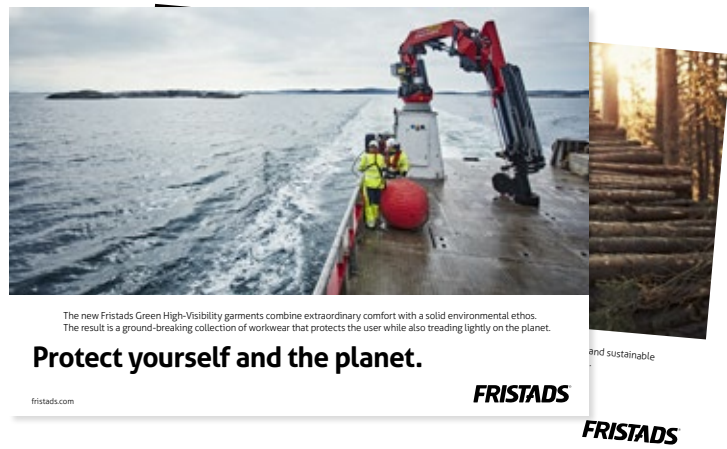




We are proud to lead the industry with the launch of two brand new Fristads Green collections, the first of their kind in the world. Never before have workers who need high visibility on the job had so many comfortable, durable and sustainable garments to choose from. With Fristads' Green High-Visibility collection, it is possible to have it all.

Sustainable goes visible.

FRISTADS



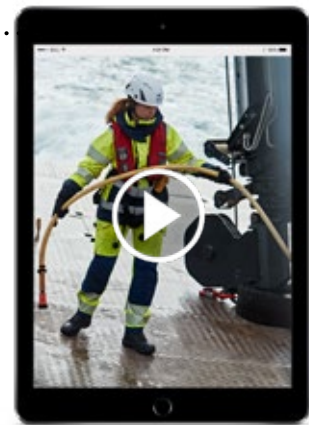
The new Fristads Green High-Visibility garments combine extraordinary comfort with a solid environmental ethos. The result is a ground-breaking collection of workwear that protects the user while also treading lightly on the planet.

Protect yourself and the planet.

FRISTADS

Ads | Printed

Sustainable goes visible in 2022 and we will make sure to spread the word in select print media, primarily trade publications.



Images | In the studio

We use studio images to show the products in the collection matched up together and to highlight some of the most essential features of the garments.

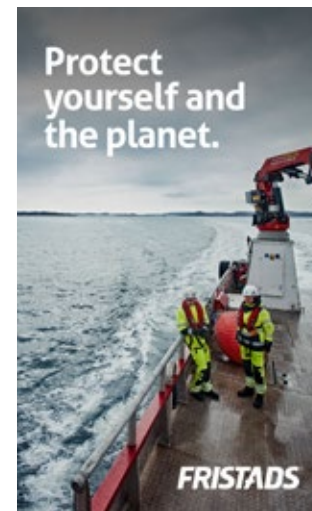


Social media + PR | All over

The Fristads Green High visibility collections will be featured prominently in all our social media channels, including Instagram, Facebook and LinkedIn, throughout the spring. Naturally, we will also reach out to traditional media with press releases to present the big news.

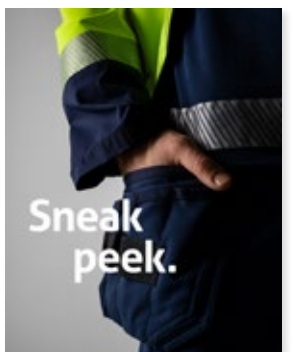
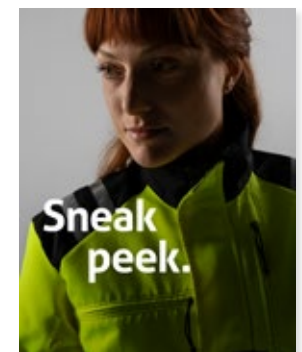
In store | The props

We can provide in-store displays to boost your sales. Choose between a versatile cardboard sign that can be placed almost anywhere, or a sign for a sidewalk speaker or the wall.



Story | Father & son

With reportage-style images and a captivating story about a father and son logger team, we highlight a couple of our Green High-Vis users on our web.

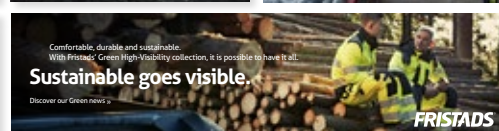
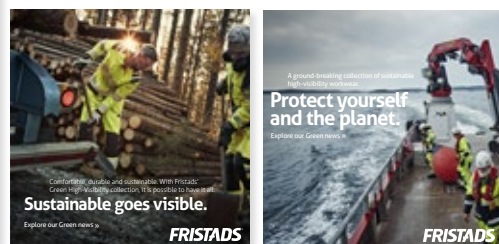
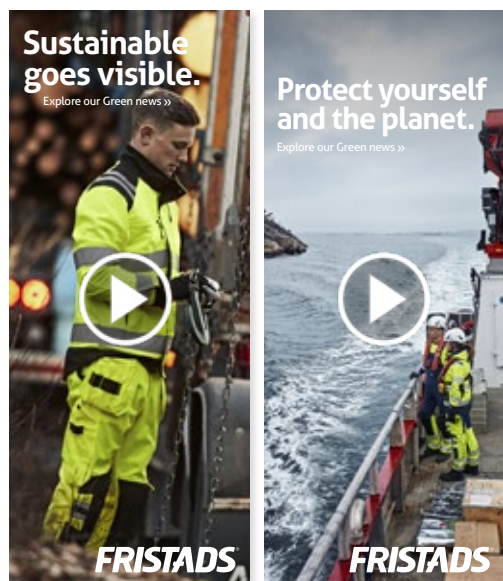


Sneak | peeks

As we get closer to launch, we will publish sneak peeks of the new garments in our social media channels to create buzz without revealing too many details.

Ads | On the web

Protect yourself and the planet. That is one of the messages that we will communicate with an extensive online ad campaign at the time of the launch. The ads will feature still photos as well as video material.



Protect yourself and the planet.

The new Fristads Green High visibility collections combine extraordinary comfort with a solid environmental ethos. Made to protect those who need extra visibility at work, these garments meet the same high quality standards that you can expect from Fristads' conventionally produced high-vis collections, but are produced with a significantly smaller environmental footprint. Like all Green garments, the new collections have been thoroughly analysed from a life cycle perspective. From material choices and design to production processes and delivery methods – we have analysed every step of the chain and chosen the most sustainable option all the way. The result is a ground-breaking collection of workwear that protects the user while also treading lightly on the planet.

FRISTADS®

FRISTADS

FRISTADS

Protect
yourself and
the planet.

Sustainable
goes visible.

FRISTADS

Shop the look.

Increase sales with an activity area.

An activity area is the perfect way to make garments stand out from the crowd. Use it for news, campaigns or other offers you don't want the customer to miss.

The garments can be placed both hanging and folded. Remember to place the garments the same way you dress - trousers at the bottom and shirts and jackets above. Put tops and trousers close to each other to inspire the customer to buy more than one product.

Make sure to make some space on a table for accessories such as belts and kneepads.

Dress the mannequin using garments from the activity area. Put a pair of shoes on it and feel free to place some tools and other props next to it to create an inspiring setting, e.g. a shovel and some gravel.



Focus | Shorts

Springtime means time for shorts. And we have a broad selection to choose from. One of the latest members of our shorts family are the FAS G shorts – available in blue, black, and green. We will focus on these, and our other collections for warmer days, in all our channels during April and May.



Release | Let's talk about sustainability

It is time to follow up on our ambitious goals on sustainability and environmental impact. In our sustainability report you can read about what we do, why we do it, and how we do it, when it comes to producing sustainable workwear.

Focus | Service

Before the height of the summer we take the opportunity to show off our broad collection of lightweight and functional service wear in all our channels. Perfect for those who are always on the run.



Theme | Summer

In July and August, we focus on craftsman garments and other clothes and accessories that might be needed for summer's DIY projects.

Focus | Fusion

Our Fusion collection gets some extra love in our marketing channels during September, when we show how to mix and match the clothes for optimal result.



MARCH – APRIL

APRIL – MAY

MAY

JUNE

JULY – AUGUST

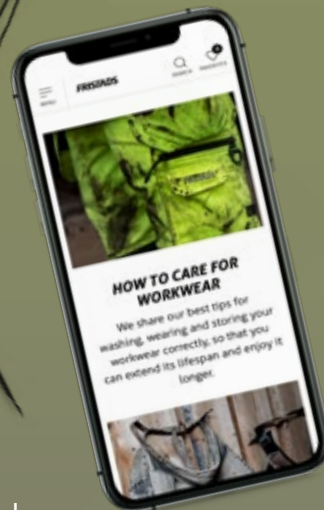
SEPTEMBER

OCTOBER

OCTOBER – NOVEMBER

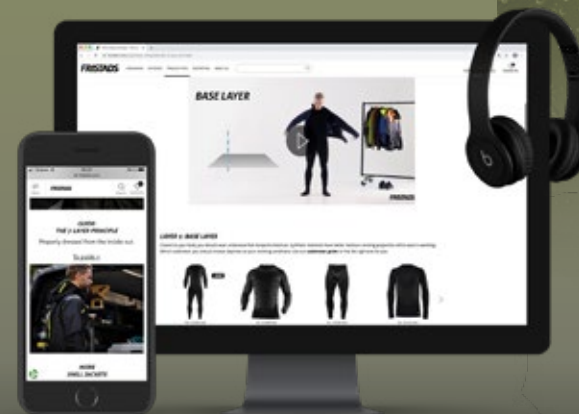
NOVEMBER

DECEMBER



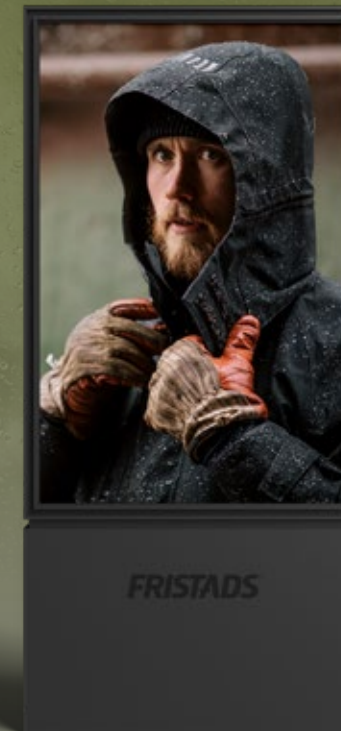
Education | Webinar

Prepare for the winter with our webinars in October and November, where we talk about our high-visibility collections and the 3-layer principle



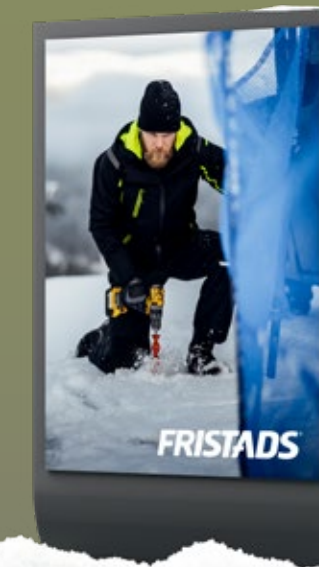
Theme | Rain

Rainy weather is the fitting theme for our marketing channels in November, when we will focus on our most waterproof clothes.



Theme | Winter

In December we will activate our range for cold, wind, and rain in all our channels to help dress all of those who work outdoors throughout every season.



Great news 2022 | Green High visibility

In 2022 we will launch Green High visibility – two sustainable collections with an EPD, for those who need high visibility at the job.





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